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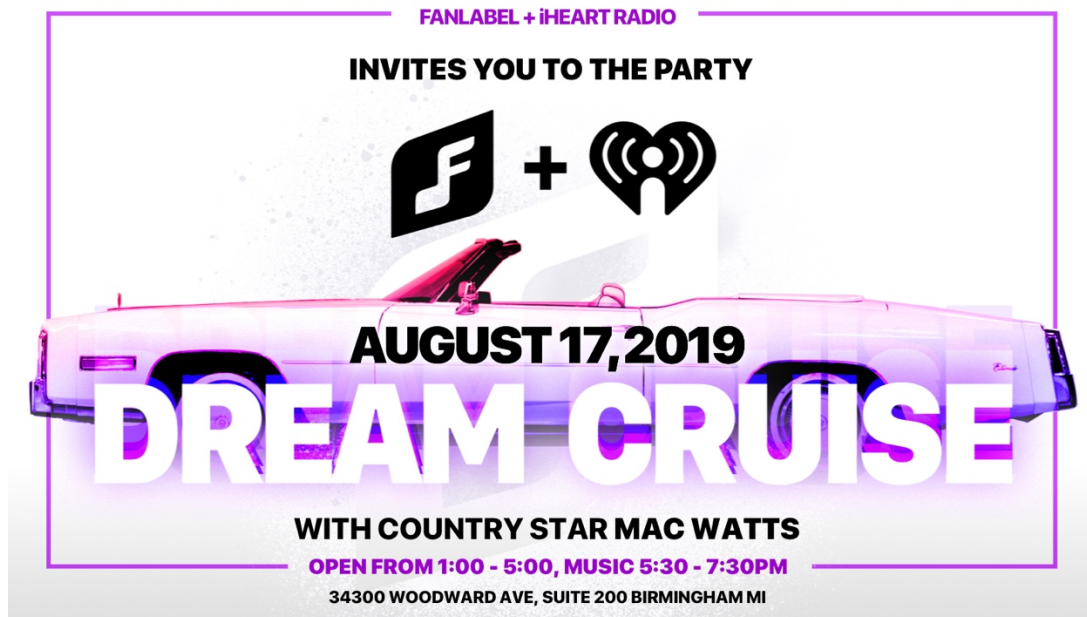
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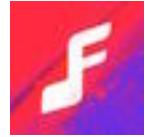
FanLabel and iHeart Radio to Host Woodward Dream Cruise Party at Platform in Birmingham



Birmingham, Michigan – Aug. 1, 2019– Today, FanLabel announced it will partner with iHeart Radio to host a private concert with rising country star, Mac Watts, during the Woodward Dream Cruise. The event will be hosted at Platform, located at 34300 Woodward Ave., Ste. 200 in Birmingham, on Saturday, Aug. 17 from 1 p.m. EST to 7:30 p.m. EST.

FanLabel, a music gamification platform that enables music fans to create and run their own fantasy record label, is holding a special contest for 10 lucky winners to earn tickets to the FanLabel-exclusive concert with Mac Watts, a southern Michigan-native and rising Nashville country star.

“I’ll be back in Detroit for the Cruise on August 17, checking out all the cars and doing a one-night VIP concert event at the FanLabel Studios in Birmingham. You can win an opportunity to attend by downloading and playing the FanLabel app, the world’s first fantasy-sports style experience for people who love music,” Watts said. “Download for free, create your fantasy record label, pick the hottest music and win a chance to meet me at my upcoming concert event. I hope to see you there!”



The contest is open to all FanLabel users beginning Monday, Aug. 12 through Wednesday, Aug. 14, and the 10 winners will be announced on Friday, Aug. 16.

An open house will be held from 1 p.m. EST to 5 p.m. EST. The private concert will begin at 5:30 p.m. and end at 7:30 p.m. EST. Local radio broadcasting stations 106.7 WLLZ and iHeart Radio's Channel 955 will broadcast live from the FanLabel Studio during the event.

About FanLabel:

FanLabel is a music gamification platform owned in part by the major record labels that enables music fans to enjoy great music and fun contests as they operate their own fantasy record label in the FanLabel app. Players pick the songs they think will rise on the contest charts and shoot for the top spot on the leaderboards. Ultimately, fans become promoters and influencers as they play, discover and promote the songs and artists they've signed to their virtual label.

Fans earn virtual Royalties based on song and artist performance and promotional activity with the goal of climbing the leaderboard. FanLabel monetizes those virtual Royalties in the FanLabel Marketplace, where users can combine Royalties with real cash to purchase artist merchandise, event tickets and more.

Download FanLabel from the app store [here](#); tune in to the Play the Music podcast [here](#) and stream FanLabel's Spotify playlists [here](#).